



Australian Government
AusAID



AusAID visual identity guidelines

Guidelines for graphic designers in Australia
and overseas

July 2011

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The purpose of these guidelines



These guidelines assist you to achieve visibility and recognition for the work of the Australian aid program. This is very important as widespread recognition and acknowledgement of the value of Australia's aid program reinforces Australia's standing as a good international citizen.

Obtaining recognition through the correct use of visual identity is mandatory for all AusAID activities in Australia and overseas.

Arrangements for recognition should be prepared before any activity is undertaken as the recognition requirement should be built into contracts or grants, or negotiated with other donors.

Any exception to this requirement must be discussed with the Communications and Media Branch in Canberra and the relevant Deputy Director General. On occasions, exemptions will need to be discussed with the Minister's office. Exemptions will be considered where it can be demonstrated that branding could put lives or projects at risk.

Why seek visibility and recognition?

Recognising Australian identity and the support of the Australian Government is an Australian Government requirement.

Visibility and recognition should be upfront and obvious, so that people in Australia and overseas are clearly and immediately informed of the extent of Australia's contribution. This transparency shows where and how Australian Government funds are being used.

Visibility and recognition applies to everything – project signage, publications, annual reports, events, websites, sponsorship materials, stationery, advertisements, clothing, merchandise, media releases, marketing and promotional material, in speeches and interviews.

Its importance in the context of Australian aid was reinforced in the Government's response to the *Independent Review of Aid Effectiveness* released in July 2011.

The guidelines in this document are compulsory and apply to all activities funded by AusAID.

Additional information is available from:
www.ausaid.gov.au/logo

There are many advantages to seeking visibility and recognition for AusAID's work.

- > Very importantly, visibility is part of AusAID's accountability to the Australian public and to the people of the countries in which it works.
- > Visibility and recognition helps project a positive image of Australia to partner governments, beneficiaries and other donors, thus strengthening the aid program's contribution to wider foreign policy objectives.
- > Greater recognition of Australia's aid program is likely to increase public understanding of the aid program.

Recognition for Australian Aid

A new Australian Aid identifier has been developed to badge Australia's aid projects and activities overseas. This is explained further in the section *Australian Aid identifier*.

These guidelines have been put together as a starting point to help those applying the visual elements of the brand identity. It doesn't provide answers to all the questions you may come across, but outlines some clear principles which must always be applied. Please follow these rules—correct application isn't a means unto itself, but will have a real and positive impact on our ability to achieve our goals.

If you have any questions, require clarification or artwork, please contact the Communications and Media Branch in Canberra.

AusAID contact details

The Communications and Media Branch is the main contact in Australia for branding issues. If unsure who to contact, please email publications@ausaid.gov.au

If not in Australia, please contact an AusAID officer in your country.

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Logos

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Introduction

AusAID uses three logos to promote visibility and recognition of the Australian Government's aid program.

AusAID crest logo (page 10)

The AusAID crest logo is AusAid's primary logo. It signifies AusAID's place as an Australian Government agency and represents the organisation and its staff. Its use is governed by guidelines issued by the Department of the Prime Minister and Cabinet and it must always be used within Australia. It should be used overseas to represent AusAID. It can be used inline or stacked, and can be produced in a dark solid colour or white on a dark coloured background.

Two alternatives to the crest logo, the Australian Government logo, and the Australian Government Initiative logo, may be used when appropriate (See page 11).

Australian Aid identifier (page 12)

The Australian Aid identifier represents the product AusAID delivers—Australian aid. Our products and activities overseas should always be identified by the Australian Aid identifier, including products delivered as humanitarian assistance. In some situations, for example publications, both the AusAID crest logo and the Australian Aid identifier should be used. This Australian Aid identifier can also be used to identify the products other Australian Government agencies deliver through ODA, but at this stage its use is not mandatory outside of AusAID.

AusAID wordmark (page 13)

The AusAID wordmark is for use on staff clothing. This has the word AusAID printed in a particular font and with particular spacing. It allows the wearer to be quickly identified as an AusAID staff member. Only AusAID staff can wear AusAID branded clothing.

The AusAID wordmark should not be used for any other purpose.

Examples of the three logos are shown on the following pages.

The logos should only ever be reproduced from the master artwork. They should never be redrawn or altered in any way.

The master artworks are available in various electronic formats, for both Mac and PC, from your AusAID communications contact.

Other forms of badging or acknowledgment

Australian flags

On occasions where acknowledgment is shared between a number of donors and Australia is not a major partner, it is possible to use an image of the Australian flag. This is not a preferred option because of the possible confusion with other flags such as New Zealand's.

Statements

On occasions where Australia is not a major donor or has only supported a component of a project, it may be more appropriate to use a statement of acknowledgement such as one of the following.

- > *Gift of Australia*
This can only be used for humanitarian supplies.
- > *An Australian Government, AusAID initiative* (in Australia) or *An Australian Aid initiative* (overseas). This can be used where the project is fully funded by AusAID or is an initiative of AusAID and space does not permit the use of the logo.
- > *Supported by the Australian Government, AusAID* (in Australia) or *Supported by Australian Aid* (overseas). This can be used where the project is partly funded by AusAID and space does not permit the use of the logo.

An important note on Australian Government logos

The use of Government logos is governed by the Department of the Prime Minister and Cabinet requirements which dictate that official logos cannot be modified, the words 'Australian Government' cannot be altered or added to, and the logo cannot be smaller than the crest being 20mm across (print only).

Further advice about the application of the logos is available from the Communications and Media Branch in AusAID, from the Awards and Culture Branch in the Department of the Prime Minister and Cabinet, or from <http://www.dpmc.gov.au/guidelines/index.cfm>.

Government logos must not be used by partners or managing contractors unless cleared by AusAID. Use of a Government logo can imply that a person or organisation is employed by or part of the Australian Government. Any relationship can be shown in words and through the use of the Australian Aid identifier. This is explained later in this document. Further advice about the application of the logo, including guidelines on the use of the logo by partners and managing contractors, is available on the AusAID website or from the Communications and Media Branch.

Government logos must not be used by partners or managing contractors unless cleared by AusAID.

AusAID crest logo



In Australia, one of the Government logos—preferably AusAID’s crest logo—must be used, unless there is a valid reason why one of the other Government logos is more appropriate (e.g. with aid activities undertaken jointly with other Government agencies).

The AusAID crest logo has two variations; inline and stacked. It will often appear alongside the Australian Aid identifier. The AusAID crest logo has a specific size relationship to the Australian Aid identifier (see the section *Size relationship with AusAID crest logo*).

Colour and position of the AusAID crest logo is dependent on the material it is being produced on. Refer to the relevant sections later in this book for more detail.



Australian Government
AusAID

Inline version



Australian Government
AusAID

Stacked version

Alternatives to the AusAID crest logo

Two alternatives to the crest logo—the Australian Government logo, and the Australian Government Initiative logo—may be used.

Use of these logos, including, sizing, colour, clearspace etc should be identical to that of the crest logo.

These logos should only be used in certain circumstances, and their use is best discussed with the Communications and Media Branch.



Australian Government

Australian Government logo



Australian Government



An Australian Government Initiative

Australian Government Initiative logo



An Australian Government Initiative

The identifier can be used in colour or in black and white (see the following chapter, *Australia Aid identifier in detail*).

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AusAID wordmark



The AusAID wordmark is only used on clothing and, when used, it should always appear with the Australian Aid identifier (see the following section *When to use each logo*).

AusAID

When to use each logo

The table below gives an overview of which logos should be used. If you have any questions over their use, please contact the Communications and Media Branch in Canberra.

In Australia – on all material



Overseas – AusAID printed material



Overseas – program-related material (printed or signage)



Overseas – AusAID staff clothing



Overseas – Non-AusAID staff



The image consists of a uniform, solid dark red or maroon color filling the entire frame. There are no patterns, textures, or other visual elements present.

Use on a light background



Where possible, the Australian Aid identifier should appear in blue and red on a white background. On AusAID stationery the Australian Aid identifier appears either in blue and red, or just in black. If the identifier is used on a light coloured background it should appear in black.



Blue and red version



Black version

Colour

The colours of the Australian Aid identifier are the same as the Australian national flag.

Pantone 280



C100 M72 Y0 K18
R1 G33 B105
HTML 012169

Pantone 185



C0 M91 Y76 K0
R228 G0 B43
HTML E4002B

Use on a dark background



The Australian Aid identifier appears in white and red when used on a blue background (see page 37, *Colour palette*, for the correct red and blue colour breakdowns). If the Australian Aid identifier is used on any other dark coloured background it should appear in white.



White and red version



White version

Colour

Under no circumstances can the Australian Aid identifier appear in any colour combination other than those shown here.

What not to do with colour



Don't use the white and red version on any colour other than blue.



Don't use the black version on blue.



Don't use the blue and red version on a dark colour.



Don't use the black version on a colour that is too dark.



Don't use the blue and red version on a light coloured background.



Don't use the white version on a colour that is too light.

Clear space

The Australian Aid identifier should always have a minimum clear space surrounding it. This ensures it can be clearly recognised.

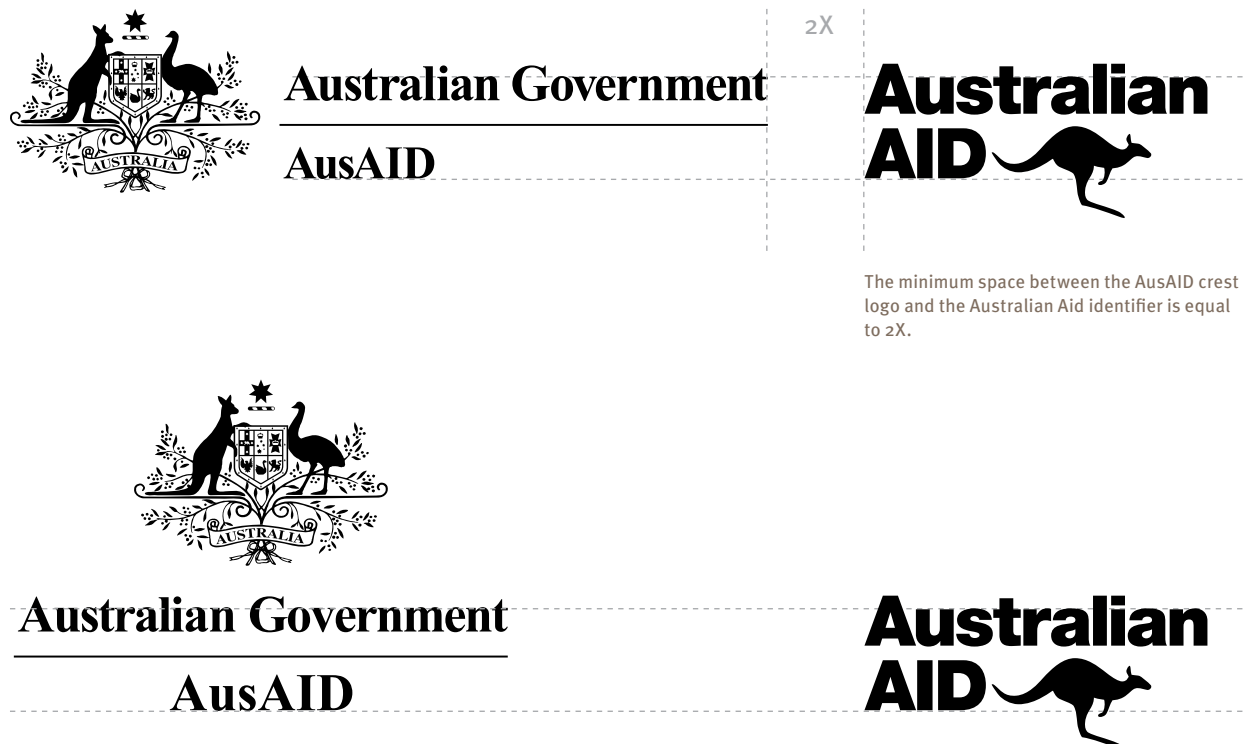
The illustration below shows how to determine the minimum clear space.



Throughout these guidelines, the value of 'X' is equal to the height of the capital 'A'.

Size relationship with AusAID crest logo

The illustration below shows how to determine the size relationship between the AusAID crest logo and the Australian Aid identifier when used together.



Use with program names



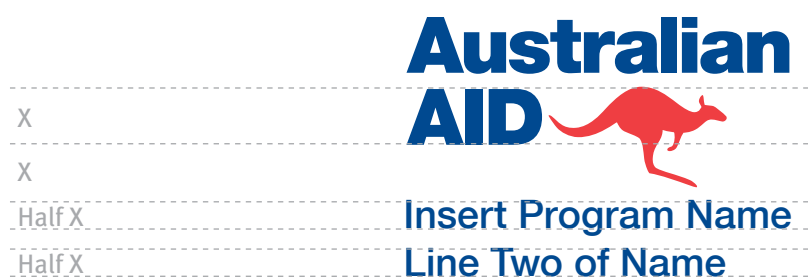
When there is a requirement to identify a specific program, the program name can appear below the Australian Aid identifier. The illustration below shows how to determine the size of the program name.

The font use for the program name is Helvetica Roman or Arial Regular.

Note this type area should not be used for any other purpose (e.g. to create sub-brand names or promotional event names).



Insert Program Name



Size relationship between the Australian Aid identifier and program name.

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Introduction

Australia

AusAID staff in Canberra should use stationery with the AusAID logo and the Australian Aid identifier. Letterhead is available as a Word template. 'With compliments' slips and business cards can be ordered through Property and Facilities.

Overseas

Generally, AusAID staff at Post should use the AusAID crest logo and the Australian Aid identifier on their business cards and these should be as similar as possible to the Canberra business card style. It is not permitted to use any other logo or emblem (for example, the flag of the host country) on a business card. If permitted by Head of Mission, AusAID letterhead and 'with compliments' slips can be developed using the AusAID crest logo and the Australian Aid identifier, as similar as possible to those used in Australia.

Other situations

Volunteers and people working for non-government organisations, multilateral organisations or managing contractors must not use the AusAID crest logo (or any other Australian Government logo) on their stationery as this could falsely imply that the organisation was connected to the Australian Government or that the person was an Australian Government employee.

It is permissible for a volunteer or someone working for a non-government organisation, a multilateral organisation or a contracting company to use one of following statements of acknowledgement if the stationery specifies a program or project.

- > Australian Volunteers for International Development—Australian Aid
- > Where AusAID fully funds the project, the Australian Aid identifier should be used in the dominant position on any project stationery. The logo of a contractor or other agency can be included at the bottom along with wording such as: *Australian Aid—managed by XXXX on behalf of AusAID.*
- > Where AusAID is the majority funder of a project, the Australian Aid identifier should be in the dominant position and any other logos placed in lesser positions, preferably at the bottom. Wording such as, *XXXX is supported by Australian Aid, XXXX and XXXX* can be used.
- > Where the project is partly funded by AusAID, and another agency, business or government is the major funder, AusAID should follow the branding guidelines of the major supporter but include either the Australian Aid identifier or the words: *Supported by Australian Aid.*

Australia— AusAID letterhead

Letter templates have been setup in Microsoft Word® for AusAID staff and are available from Word—New—templates on my computer—General. Below shows the standard letter template layout. To maintain brand integrity and consistency, these templates should not be altered without consulting the Communications and Media Branch in Canberra.

	Australian Government AusAID	
The Manager The Company Pty Ltd 1 The Street SUBURB NSW 2000		
1 August 2011		
Dear John Smith,		
Lorem ipsum dolorObitae conecta eptatio riorem res dolenie nihicit fugia con era qui archilit eictaquatur estio iur as que velecaborum harchil ium aut estion nulpatribus quatqui volendae nihil is senecab ipsae modis eveniae eictaquatur rem unt samus.		
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Ipiet quo quatquatur susam quodit ommodio omnime dis etur aspic torem bor secepratus lenimus-daes quat andi con prori conseque con poribus, cumquid emporere odi nobis reium et es sumet eum excestur, id mincte lab ipsaerios volupta dolore eum eiunt eati dolor as nonemperios que velecaborum harchil ium aut estion senecab ipsae modis.		
Yours sincerely		
Firstname Lastname Job title		
Australian Agency for International Development 255 London Cct, Canberra ACT 2601 GPO Box 877 CANBERRA ACT 2601 Telephone +61 2 6206 4000 Fax +61 2 6206 4880 www.ausaid.gov.au ABN 62 921 838		

Australia— AusAID fax and minutes

Templates for fax and minutes and circulars have been setup in Microsoft Word® for AusAID staff and are available from the Word—New—templates on my computer—General. Below shows the standard template layouts. To maintain brand integrity and consistency, these templates should not be altered without consulting the Communications and Media Branch in Canberra.



Australian Government
AusAID



FACSIMILE

To	<Enter Name>	Fax Number	<Enter Number>
From	<Enter Name>	Section	<Enter Section>
Phone	<Enter Number>	Fax Number	<Enter Number>
Email	<Enter Email>	File Number	<Enter File Number>
Date	<Enter Date>	Pages (inc. cover)	XX
Subject	<Enter Subject>		

Dear John Smith,

Lorem ipsum dolorObitae conecta eptatio riorem res dolenie nihicit fuga con era qui archilit eictaquatur estio iur as que velecaborum harchil ium aut estion nulparibus quatqi volendae nihil is senecab ipsae modis eveniae eictaquatur rem unt samus.

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Yours sincerely

Firstname Lastname
Job title

Australian Agency for International Development
255 London Cct, Canberra ACT 2601 GPO Box 877 CANBERRA ACT 2601
Telephone +61 2 6206 4000 Fax +61 2 6206 4880 www.ausaid.gov.au ABN 62 921 838



Australian Government
AusAID



MINUTE

File Number	<Enter File Number>	Date	<Enter Date>
Subject	<Enter Subject>		
For	<Enter Name>		
Through	<Enter Name>		
CC	<Enter Number>		

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Regards,

Firstname Lastname
Job title

Australia— AusAID comp slip

Standard compliment slips have been pre-produced and are available for AusAID staff to order through Property and Facilities.

	Australian Government AusAID	Australian AID 
With compliments		
Australian Agency for International Development 255 London Cct, Canberra ACT 2601 GPO Box 877 CANBERRA ACT 2601 Telephone +61 2 6206 4000 Fax +61 2 6206 4880 www.ausaid.gov.au ABN 62 921 838		

Australia— AusAID business card

Standard business cards are available for AusAID staff to order through Property and Facilities. In Australia, only staff at EL1 level and above are eligible for personal business cards however section or branch business cards can be used.

AusAID magnetic badges are also available for staff from the Mail Room. The badges can be worn to identify the wearer as an AusAID employee. These are available for staff at Posts, and for staff at EL1 level or above in Canberra.



Front



Magnetic badge

Printed in one colour (Navy PMS547) on a white background with clear epoxy coating.



Back

Overseas— AusAID business card

Two versions of the business card are available for overseas staff: an English-language version which is identical to the Australia version on the previous page); and a dual-language version (overleaf), to accommodate the needs of local language if English is not the primary language.

Both options should be as similar as possible to the Canberra business card style. It is not permitted to use any other logo or emblem (for example, the flag of the host country) on a business card.



English language version

Front



Back

Overseas—business card dual language

English should be on one side and the local language on the other. Unless necessary, the basic design should be identical to the English-language side.

Note that the AusAID crest logo and Australian Aid identifier should not be altered or translated.



English language side



Local language side
(Example shown for French-speaking country)

Project/program-related letterheads

Project/program-related letterhead templates are available if required. These templates are setup in Microsoft Word® and are available from the Communications page on the AusAID intranet and can only be supplied by an AusAID staff member. Below shows a standard layout. To maintain brand integrity and consistency, these templates should not be altered without consulting the Communications and Media Branch in Canberra.


Insert Program Name

The Manager
The Company Pty Ltd
1 The Street
SUBURB NSW 2000

Your ref: 1234567890
Our ref: 1234567890

1 August 2011

Dear John Smith,

Lorem ipsum dolorObitae conecta eptatio riores res dolenie nihicit fugia con era qui archilit estio iur as que veleaborum harchil ium aut estion nulpribus quatqui volendae nihil is senecab ipsae modis eveniae eictaquatur rem unt, samus.

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Berios perum et et et volupta ecearch ilicae pro to quibus, utet lamus rerehic temquamusto eos et occabo. Rovides aceperi asinvellaut vendusc imenimet laborio. Et eum apel min num sitibustem faces is mo cum dolorectat ut repudis de vellupta vel ipsum fuga. Udi doluptate laut aut et estec- tiae debistis est hil iur siti tet, ut ventior modis dolorerum siminctur resti aliquas aliquam et volorpo repudi ditame volupis dolloratiur, si ut abore nimpore mquaessinus.

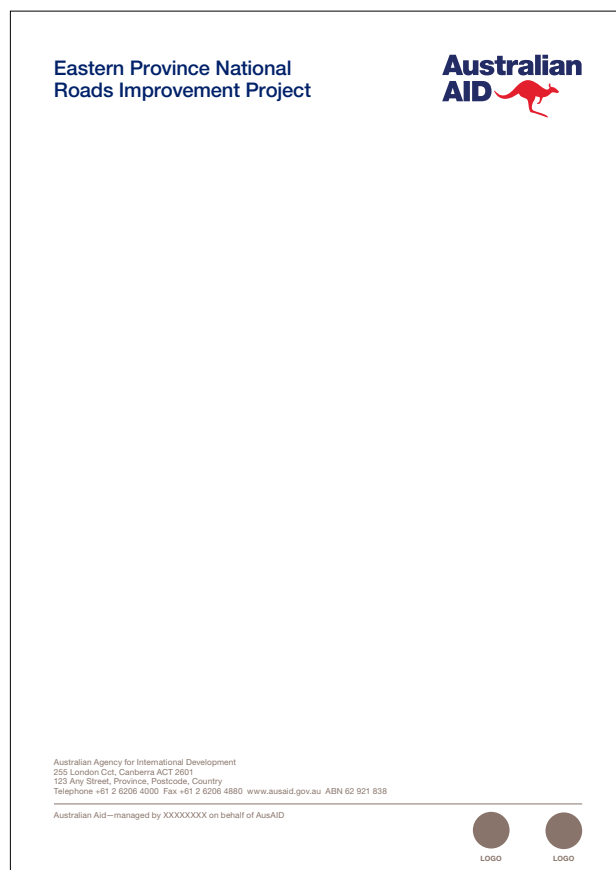
Yours sincerely,

Firstname Lastname
Job title
T +61 1 2345 6789
M +61 234 567 890
E aother@ausaid.gov.au

Australian Agency for International Development
255 London Cct, Canberra ACT 2601
152 Any Street, Province, Postcode, Country
Telephone +61 2 6206 4000 Fax +61 2 6206 4880 www.ausaid.gov.au ABN 62 921 838

Project/program-related letterhead

Alternative version showing the use of other logos (e.g. managing contractor).



Project/program-related business card

Below shows the two layouts for English language project/program-related business cards. The template is available from the Communications page on the AusAID intranet and can only be supplied by an AusAID staff member. To maintain brand integrity and consistency, these cards should not be altered without consulting the Communications and Media Branch in Canberra.

Program-related business cards are blank on the reverse.

Firstname Lastname Job title line one Job title line two Australian Agency for International Development 123 Any Street, Province, Postcode, Country T: +12 345 678 901 F: +12 345 678 901 W: www.aisaid.gov.au M: +12 345 678 901 E: firstname.lastname@aisaid.gov.au	Australian AID  Insert Program Name
---	--

Eastern Indonesia National Roads Improvement Project Firstname Lastname Job title line one Job title line two Australian Agency for International Development 123 Any Street, Province, Postcode, Country T: +12 345 678 901 F: +12 345 678 901 W: www.aisaid.gov.au M: +12 345 678 901 E: firstname.lastname@aisaid.gov.au	Australian AID 
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Introduction

Wherever possible, templates should be used for AusAID communication material. If an appropriate template does not exist, contact the communications and media officer at Post or the Communications and Media Branch in Canberra. Use of a template ensures consistency in our look and feel across the agency and helps to develop positive branding. All templates include appropriate use of the AusAID crest logo and Australian Aid identifier. Word templates are available for AusAID staff and design templates (for graphic designers) are available on disk (contact the Communications and Media Branch).

The new version of the AusAID publication templates, incorporating the Australian Aid identifier, has been designed to be as flexible as possible. The publication templates consist of four main themes— General (MDGs), Asia, Pacific and Africa. A series of theme specific patterns or icons are used to complement each theme (see section *Patterns and icons*).

Adding to the flexibility of the style are numerous layout options for covers, which can also be adapted for other uses, such as banners, invitations and so on.

There may be occasions where your discretion is required to create new and different options. Of course, while a level of freedom may be encouraged in some instances, typeface selection and colour palette, along with some other generic rules, do apply and these are explained overleaf.

General rules

Templates and measurements

This guide is supplied in conjunction with master InDesign files and it is intended that you refer to those files for measurements and specifications.

The Australian Aid identifier

The Australian Aid identifier has been added to all publication templates and should be used at all times unless specifically directed otherwise. For non-standard designs that do not use the templates supplied, please ensure the Australian Aid identifier rules discussed in previous sections are adhered to.

White border

All AusAID covers should bleed off the right edge only, the three remaining edges should have a white border. For most applications, such as offset printed covers, the border is 5mm. Where this is not suitable (banners, for example) the border should be set to a size that is roughly in proportion to an A4 cover.

The 5mm border does not apply to internal layouts for AusAID publications, although you may use the border as a secondary device when appropriate. Brochure internals are just one example of when borders might be used.

Website tag

The website tag contains the AusAID website address <www.ausaid.gov.au> and, unless specified otherwise, must appear on the front of *all* material.

The tag bleeds off the left or bottom edges only and extends beyond the usual 5mm border. Colour use follows the same rules listed above for the AusAID logo. On cover layouts the tag should mirror its front cover position on the back cover. If the tag bleeds off the left edge on a front cover, the text reads down the page, from top to bottom. On back covers the text should read up the page, from bottom to top (see examples provided).

Within these constraints placement of the tag is left to your discretion, please refer to examples for suggested use.

Typefaces

The FF Meta family has been selected for use in the AusAID corporate style for its versatility and modern feel. There are some general rules in the way these fonts are used:

- > Meta Serif is used for body text only and Meta Plus (Sans serif) used for headings and supporting text (captions, pull quotes etc).
- > The weights shown in this guide are the minimum requirement, although other weights (small caps, for example) may be required from time to time.
- > The templates available to AusAID staff and graphic designers have type styles (e.g. for headings and body text) built in and these should not be altered unless absolutely necessary.

Exceptions to these general rules may apply, where specified. For example, most Word/PowerPoint templates use Times New Roman; and most signage (p62–75) uses Helvetica Neue. Where this is the case, it has been highlighted in this guidelines document.

In other cases, fonts should not be substituted unless Meta Serif and Meta Plus are impossible to obtain. If this is the case, Times New Roman and Helvetica should be used, after approval by the Communications and Media Branch in Canberra.

Meta Serif Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
The quick brown fox jumps over the lazy dog.

Meta Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
The quick brown fox jumps over the lazy dog.

MetaPlusNormal Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
The quick brown fox jumps over the lazy dog.

MetaPlusBold Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
The quick brown fox jumps over the lazy dog.

Colour palette

The majority of AusAID's publication work is printed in full colour (CMYK) and the following colours have been chosen with this in mind. Spot colours can be specified, if required.

Pantone 280



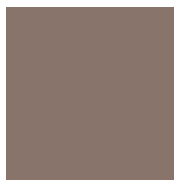
C100 M72 Y0 K18

Pantone 185



C0 M91 Y76 K0

Pantone 410



C0 M18 Y21 K56

Colour

Note: The Pantone-to-CMYK colour breakdowns shown opposite have been carefully selected to ensure optimum results for CMYK printing – they do not necessarily, and should not, match the breakdowns suggested by Pantone.

Pantone 123



C0 M21 Y88 K0

Pantone 716



C0 M55 Y90 K0

Pantone Warm Red



C0 M75 Y90 K0

Pantone 180



C3 M92 Y84 K12

Pantone 7419



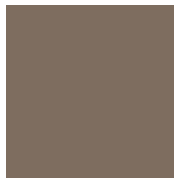
C8 M77 Y37 K27

Pantone Black 7



C0 M0 Y15 K82

Pantone 7531



C16 M28 Y36 K49

Pantone 7530



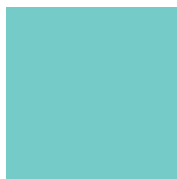
C10 M18 Y25 K29

Pantone 7458



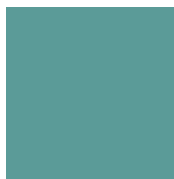
C52 M3 Y6 K7

Pantone 7472



C52 M0 Y25 K0

Pantone 7475



C52 M0 Y25 K30

Pantone 611



C5 M3 Y76 K11

Patterns and icons



The new AusAID corporate style consists of four main themes—General (MDGs), Asia, Pacific and Africa. A series of theme specific patterns or icons are used to supplement each theme.

The patterns/icons are used in conjunction with the colour palette and InDesign transparencies to create a number of versatile options, while maintaining a consistent corporate look.

Each pattern has been sourced from the region it represents. The style is designed so that new patterns may be supplied by AusAID on a project by project basis. In such instances, new patterns should be used in conformity with the examples given in this style guide.

General (MDGs)

These icons have been adapted from the eight icons designed for the United Nations Millennium Development Goals <www.undp.org/mdg/>.

When the icons are used with publications, on covers and internals, the Illustrator file is generally placed into InDesign at 70% (as shown below).

When used in brochures, banners and other supporting collateral they can be used at larger sizes, as deemed appropriate.

The icons are almost always used in a two row layout as shown below, but in some circumstances it may be appropriate to use one icon on its own, either as a single graphic in addition to the regular set, or as a two row graphic of its own (see ‘MDG icon3 pattern rev_wide2.ai’ below). As instances like this are rare, such graphics can be created in Illustrator from the master file (‘MDG icon pattern rev_wide2.ai’).

The master Illustrator file has the colour of the icons set to white, however, they are never used as a full reverse. Transparency settings are changed in InDesign. There are no set specifications for the percentage to be used. A setting between 40–70% would usually be suitable, however, discretion should be used depending on background colour and/or image tonality.



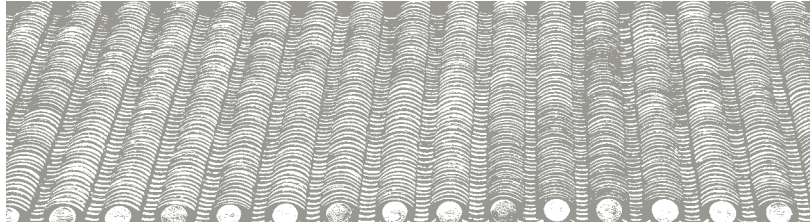
MDG icon pattern rev_wide2.ai



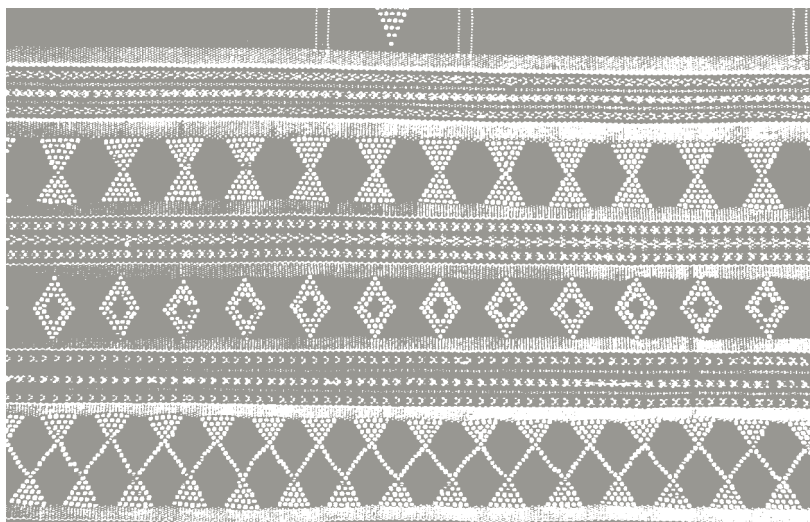
MDG icon3 pattern rev_wide2.ai

Sample graphic as used in collateral for MDG 3 Torch Presentation Ceremony, August 2008.

Asia



asia_01_bm.tif



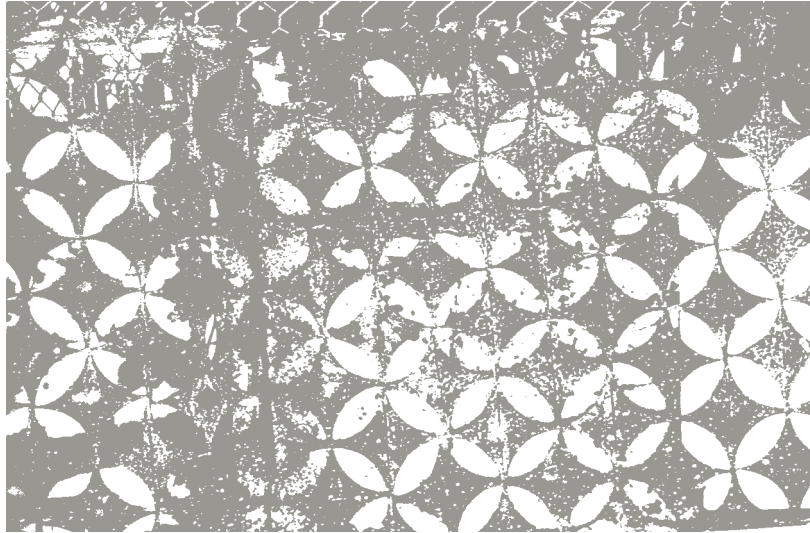
asia_02_bm.tif

The patterns are generally used in thin horizontal strips and some patterns (asia_02_bm.tif, for example) may be cropped differently to create 'extra' patterns. Examples of this can be seen in the A4 cover layouts.



asia_03_gs.tif

Pacific



pacific_o1_bm.tif

Some patterns are supplied in bitmap format (pacific_o1_bm.tif, for example) and there may be instances where these files need to be placed at sizes above 100%. However, the patterns in bitmap format are generally crude in detail and when used in conjunction with other elements in the layout the loss of detail after enlargement is generally acceptable.

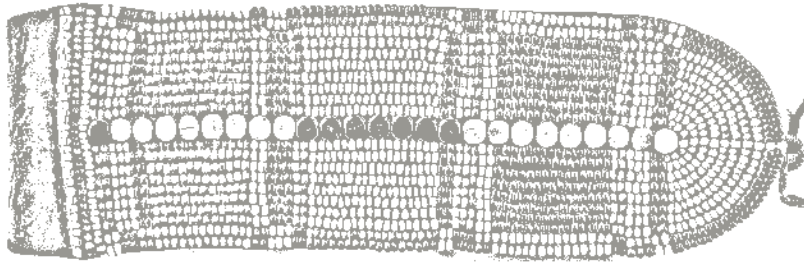


pacific_o2_gs.tif

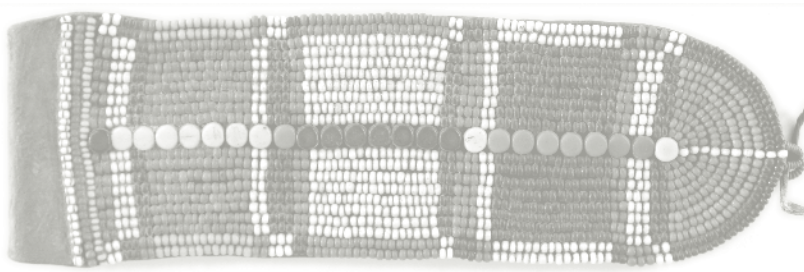


pacific_o3_gs.tif

Africa



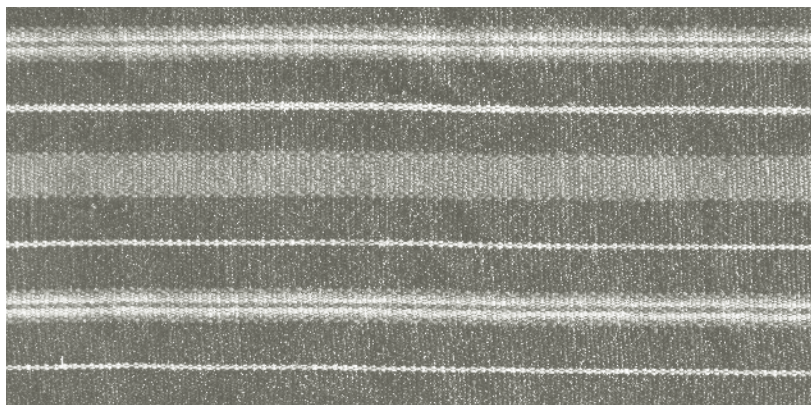
africa_01_bm.tif



africa_02_gs.tif



africa_03_gs.tif



africa_04_gs.tif

Some patterns are supplied in bitmap format (africa_01_bm.tif, for example) and there may be instances where these files need to be placed at sizes above 100%. However, the patterns in bitmap format are generally crude in detail and when used in conjunction with other elements in the layout the loss of detail after enlargement is generally acceptable.

Design and layout examples

Finished size and layout

It is not practical to set up design styles for every publication. For this reason, design parameters have been developed for different types of publications, which vary in size.

Publication types include books, booklets, brochures and flyers:

- > Books and booklets
 - A4
 - A5
 - B5
- > Brochures
 - 170 mm W x 297 mm H (tall publication)
 - 150 mm W x 180 mm H (short publication)
- > Fact sheets
 - A4
 - 170 mm W x 297 H (tall publication)

Brochures can be 4 panel, 6 panel or 8 panel. All must be gatefold (if over four panels). Fact sheets can be one- or two-sided.

Electronic templates

You can source Adobe InDesign Creative Suite 5 templates with margins, style sheets and colours from publications@ausaid.gov.au

Allow time for collecting the InDesign files as they may need to be supplied on a CD-ROM for delivery to Posts.

AusAID has a number of design companies under period offers. Each firm has a copy of our design parameters. For more information contact publications@ausaid.gov.au

Books and booklets: saddle stitched

This is the basic cover spread for an A4 saddle-stitched publication.

The basic principles of this layout are used in A5 and B5 sized layouts. As such, only A4 examples of books are shown in this guide although template files for A5 and B5 have been prepared in InDesign format.

The example below and on the following pages show the correct placement of the AusAID logo and the Australian Aid identifier.

The size and position relationship is specific to each publication type and should not be altered in any way.



Example not shown at actual size.

Books and booklets: spine

This is the basic cover spread for A4, A5 and B5 spine publications.

Spine widths are to be confirmed on a case by case basis in conjunction with the printer.

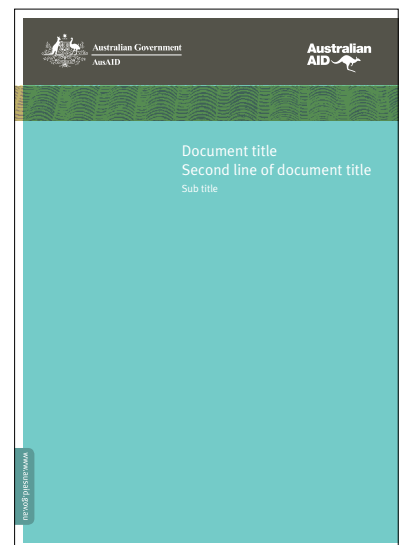
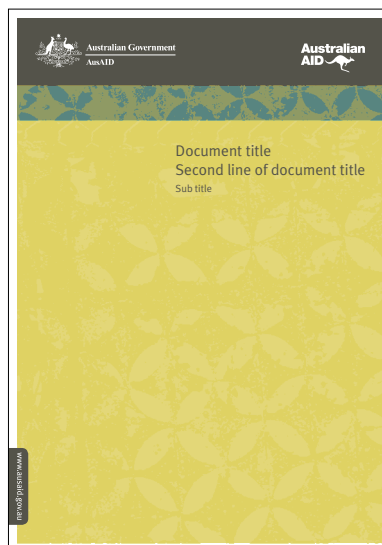
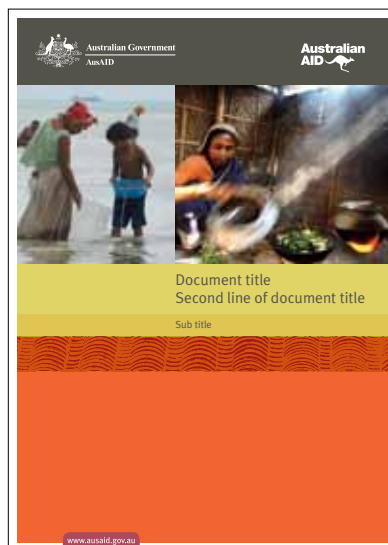
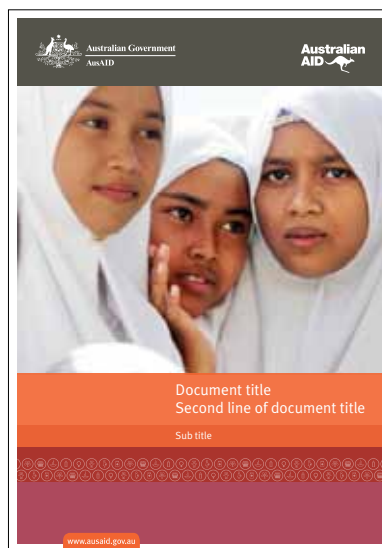
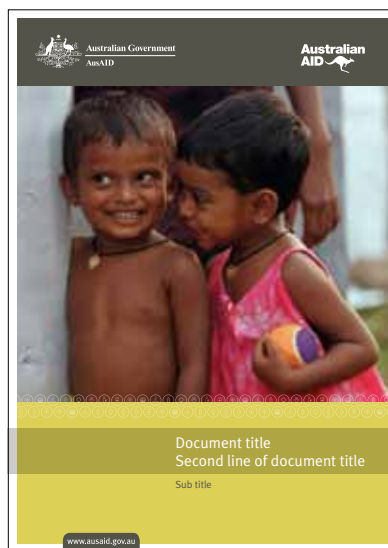


Example not shown at actual size.

Books and booklets: cover examples

The front cover layout on all publications (books, booklets, brochures and flyers) enables a degree of flexibility for positioning of images and colour. The examples shown below demonstrate a variety of acceptable layouts and colour schemes.

Colours on the back cover should align with the colours used on the front cover.



Examples not shown at actual size.

Books and booklets: internal – title page

This is the inside cover (left-hand page) and title page spread. Colours are to match those used on the front cover. The inside cover complements the layout of the title page. The layout of the title page remains consistent throughout all publications, as shown in the examples displayed in this guide.

The number of colours used for printing is to be determined by AusAID in liaison with the designer (full-colour, two-colour, or one-colour). The actual colours to be used within the publication are to be selected at the discretion of the designer within the constraints of the AusAID colour palette.



The cover sets the colour palette for the rest of the document.



Examples not shown at actual size.

Books and booklets: internals—foreword

This is the copyright and foreword page. The foreword should always appear before the contents page. If a foreword is not required, the contents page takes its place.

Ministerial foreword

Cover: If required, photo captions and credits for front cover images are to be placed here. Please delete this text if not required.

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ISBN

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For more information about the Australian Government's international development program, contact: Communications Section AusAID GPO Box 887 Canberra ACT 2601 Phone +61 2 6206 4000 Facsimile +61 2 6206 4880 Internet www.ausaid.gov.au

Edited by
Designed by
Printed by

This document has been printed on Monas Recycled paper which is Forestry Stewardship Council (FSC) Mixed Source Certified and Elemental Chlorine Free and was manufactured at a mill conforming to ISO 14001 Environmental Certification and Integrated Pollution Prevention Control. Environmentally friendly vegetable soy based inks were used. The printer holds current ISO 14001 Environmental Certification and is FSC Chain of Custody approved.

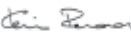
 These icons symbolise the Millennium Development Goals (MDGs)—eight goals representing an agreement by world leaders to reduce poverty and enhance human development by 2015. More information about the MDGs is available online at www.ausaid.gov.au/keyaid/mdg.cfm

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Pienihil in rerit esti ut lacesequam quis nulpardon pe volorer asepelenderum eri arum hiliquis pa pra non elicab inimostiur modiae.


Kevin Rudd
Minister for Foreign Affairs, Australia

www.ausaid.gov.au

Chapter title Document title

11

Examples not shown at actual size.

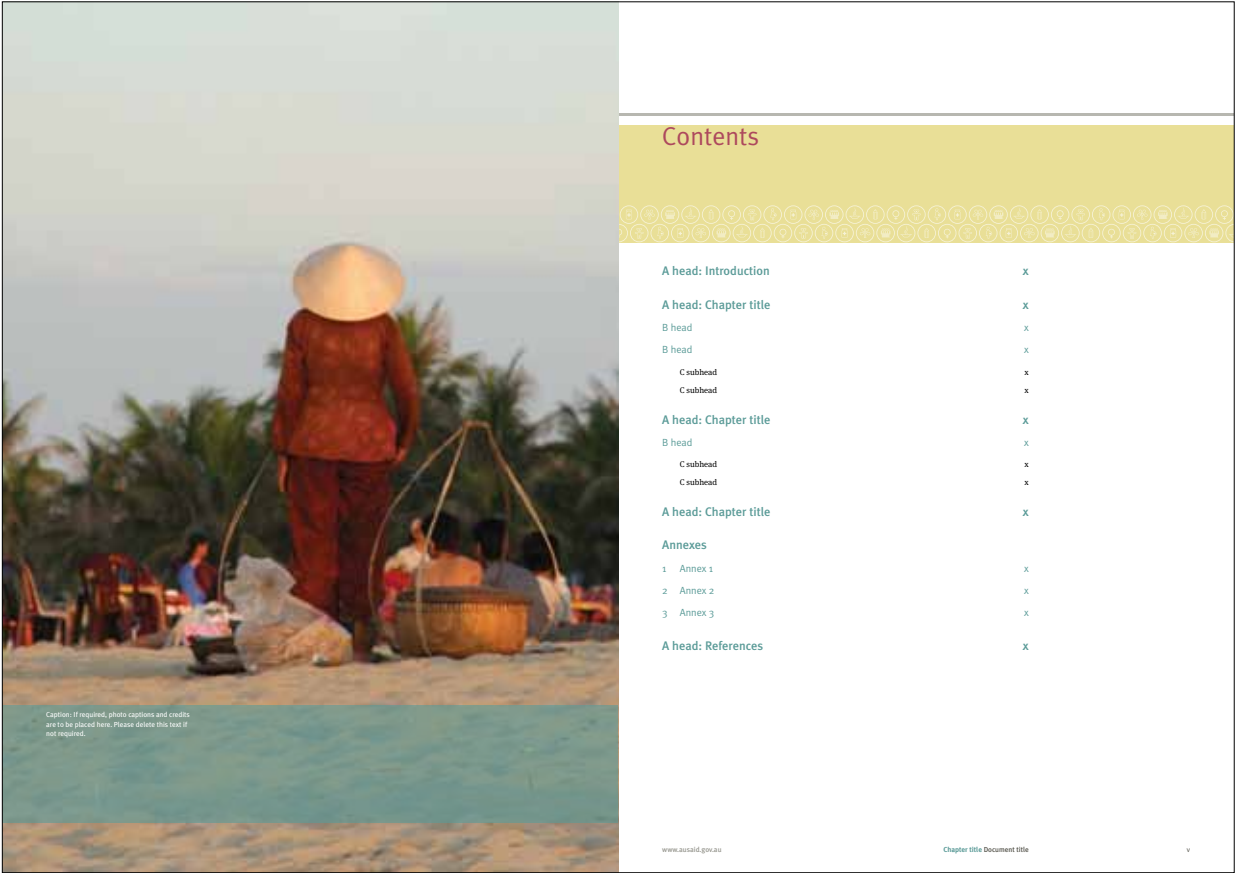
Books and booklets: internals— contents

This is the contents spread. Always start the contents on a right-hand page. If the contents page does not appear next to the copyright page, an image may be placed on the adjacent left-hand page. See example on following page.

Contents		
Cover: If required, photo captions and credits for front cover images are to be placed here. Please delete this text if not required. © Commonwealth of Australia 2009 This work is copyright. Apart from any use as permitted under the Copyright Act 1968, no part may be reproduced by any process without prior written permission from the Commonwealth. Requests and inquiries concerning reproduction and rights should be addressed to the Commonwealth Copyright Administration, Attorney General's Department, Robert Garran Offices, National Circuit, Barton ACT 2600 or posted at http://www.ag.gov.au/ica ISBN Published by the Australian Agency for International Development (AusAID), Canberra, June 2009. This document is online at: www.ausaid.gov.au/publications For more information about the Australian Government's international development program, contact: Communications Section AusAID GPO Box 887 Canberra ACT 2601 Phone +61 2 6206 4000 Facsimile +61 2 6206 4880 Internet www.ausaid.gov.au Edited by Designed by Printed by This document has been printed on Monas Recycled paper which is Forestry Stewardship Council (FSC) Mixed Source Certified and Elemental Chlorine Free and was manufactured at a mill conforming to ISO 14001 Environmental Certification and Integrated Pollution Prevention Control. Environmentally friendly vegetable soy based inks were used. The printer holds current ISO 14001 Environmental Certification and is FSC Chain of Custody approved.  These icons symbolise the Millennium Development Goals (MDGs)—eight goals representing an agreement by world leaders to reduce poverty and enhance human development by 2015. More information about the MDGs is available online at www.ausaid.gov.au/keyaid/mdg.cfm	A head: Introduction X A head: Chapter title X B head X B head X C subhead X C subhead X A head: Chapter title X B head X C subhead X C subhead X A head: Chapter title X Annexes 1 Annex 1 X 2 Annex 2 X 3 Annex 3 X A head: References X	

Examples not shown at actual size.

Books and booklets: internals—contents



Examples not shown at actual size.

Books and booklets: internals—spread

The internal spread shown below forms the basis for layout and formatting for A4 publications. Document margins, text style sheets and colours are embedded within the InDesign templates.

Tables, graphs and charts will be required in most publications. Examples of the required styles are shown below and on the following page. Basic style sheets are included in the InDesign templates, however more detailed styles may need to be created from time to time. In such instances refer to these examples for guidance.

Secondary title

Chapter title

Vestibulum elementum laoreet erat. Aenean tincidunt urna vel erat. Mauris ut nibh. Sed blandit ligula a dolor. Nunc elementum magna sed ligula. In ultrices lacus et magna. Pellentesque lobortis faucibus nisi. Curabitur eget urna non lorem bibendum pulvinar. Suspendisse id quam nec felis ultrices vehicula. Mauris ac ligula.

Head A

Cras elementum quam id dolor. Quisque tempus commodo metus. Aenean turpis ante, interdum varius, vulpate ac, imperdiet id, tellus. Maecenas elit odio, fermentum id, luctus vel, pretium at, lectus. Mauris sed mauris. In at augue sit amet pede molestie bibendum. Suspendisse potenti. Praesent congue elit ac enim. Cras vel justo. Aenean sit amet turpis. Sed rutrum. Pellentesque nec augue. In mauris augue, faucibus id, convallis sit amet, consequat vitae, odio. Praesent pellentesque. Curabitur varius, sem non interdum eleifend, nulla nisi rhoncus mi, sed fermentum nisi dui vel tellus. Fusce malesuada tincidunt lacus. Sed ac nisi. Donec mollis ligula a purus. Suspendisse velit sit amet arcu

Head B

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Box head

In faucibus. Integer cursus. Fusce dictum justo at risus. Donec eget nibh. Nulla volutpat ligula non nisi. Cras ultrices ornare pede. Suspendisse laculis arcu ac elit. Morbi justo lacus, feugiat vitae, ultrices ac, tristique et, erat. Duis eros ligula, lobortis ac, volutpat non, rhoncus id, diam. Aenean vitae est vel mauris cursus malesuada. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed lacus. Vestibulum rhoncus nisi nec elit suscipit egestas. Integer nulla urna, viverra vitae, ullamcorper sed, bibendum sit amet, dolor. Donec eu dolor nec ante consequat mollis.

Source: AusAID

Cras elementum quam id dolor. Quisque tempus commodo metus. Aenean turpis ante, interdum varius, vulpate ac, imperdiet id, tellus. Maecenas elit odio, fermentum id, luctus vel, pretium at, lectus. Mauris sed mauris. In at augue sit amet pede molestie bibendum. Suspendisse potenti. Praesent congue elit ac enim. Cras vel justo. Aenean sit amet turpis. Sed rutrum. Pellentesque nec augue. In mauris augue, faucibus id, convallis sit amet, consequat vitae, odio. Praesent pellentesque. Curabitur varius, sem non interdum eleifend, nulla nisi rhoncus mi, sed fermentum nisi dui vel tellus.

Secondary title

Chapter title

Head C

Cras elementum quam id dolor. Quisque tempus commodo metus. Aenean turpis ante, interdum varius, vulpate ac, imperdiet id, tellus. Maecenas elit odio, fermentum id, luctus vel, pretium at, lectus. Mauris sed mauris. In at augue sit amet pede molestie bibendum. Suspendisse potenti. Praesent congue elit ac enim. Cras vel justo. Aenean sit amet turpis. Sed rutrum. Pellentesque nec augue. In mauris augue, faucibus id, convallis sit amet, consequat vitae, odio. Praesent pellentesque. Curabitur varius, sem non interdum eleifend, nulla nisi rhoncus mi, sed fermentum nisi dui vel tellus. Fusce malesuada tincidunt lacus. Sed ac nisi. Donec mollis ligula a purus. Suspendisse velit sit amet arcu

- > Nunc varius augue sit amet mauris mauris interdum urna egestas vitae elit.
- > Morbi lacus. Fusce pretium auctor quam pharetra. At sapien nec lacus gravida. Lauris velit massa, rhoncus scelerisque velit sed dui lobortis volutpat.
- > Pellentesque nec purus. Aliquam molestie, lectus mattis blandit elementum.
- > Ipsum augue commodo lectus, vitae tincidunt metus lorem at lacus. Aenean massa leo, posuere a, faucibus sed, molestie non, justo.
- > Phasellus et nulla quisque neque mauris, dapibus sit amet luctus at, pitor at, ipsum. Aenean massa leo, posuere a, faucibus sed, molestie non, justo. Mauris voluam arc consequat bibendum, turpis veli fringilla turpis, et fermentum erat metus at erat.

Graph head

Spending on education and health, US\$ per person, average 1997–2003

Country	Donor assistance	Government spending
Uganda	10	10
Zambia	10	10
South Africa and Botswana	10	10
PL	10	10
NG	10	10
Togo	10	10
Senegal	10	10
Guatemala	10	10
Guatemala (continued)	10	10

Footnote

Footnote text looks like this.

Example not shown at actual size.

Books and booklets: internals—spread

Table head

	Table sub heading goes here ^a		
	1990	2000	Latest
Melanesia and Timor-Leste	...	101	104
Fiji	...	101	104
PIIG	47	56	54
Solomon Islands	72	...	...
Vanuatu	...	84	87
Timor-Leste	...	...	...
Polynesia	...	...	...
Samoa	...	95	96
Tonga	103	100	107
Niue	...	120	81
Cook Islands	...	88	...
Tuvalu	...	126	103
Micronesia	...	...	...
Kiribati	...	99	129
FSM	...	...	...
Marshall Islands	...	98	125
Nauru	...	90	75
Palau	...	99	115

^a Source material goes here

Head A

Cras elementum quam id dolor. Quisque tempus commodo metus. Aenean turpis ante, interdum varius, vulputate ac, imperdiet id, tellus. Maecenas elit odio, fermentum id, luctus vel, pretium at, lectus. Mauris sed mauris. In at augue sit amet pede molestie bibendum. Suspendisse potenti. Praesent congue elit ac enim. Cras vel justo. Aenean sit amet turpis. Sed rutrum. Pellentesque nec augue. In mauris augue, faucibus id, convallis sit amet, consequat vitae, odio. Praesent pellentesque. Curabitur varius, sem non interdum eleifend, nulla nisi rhoncus mi, sed fermentum nisi dui vel tellus. Fusce malesuada tincidunt lacus. Sed ac nisi. Donec mollis ligula a purus. Suspendisse velit sit amet arcu.

Head B

Donec ultrices sem ac magna. Donec pellentesque mollis nibh. Nulla erat. Maecenas et risus in nulla blandit placerat.

Head C

Cras elementum quam id dolor. Quisque tempus commodo metus. Aenean turpis ante, interdum varius, vulputate ac, imperdiet id, tellus. Maecenas elit odio, fermentum id, luctus vel, pretium at, lectus. Mauris sed mauris. In at augue sit amet pede molestie bibendum. Suspendisse potenti. Praesent congue elit ac enim. Cras vel justo. Aenean sit amet turpis. Sed rutrum. Pellentesque nec augue. In mauris augue, faucibus id, convallis sit amet, consequat vitae, odio. Praesent pellentesque. Curabitur varius, sem non interdum eleifend, nulla nisi rhoncus mi, sed fermentum nisi dui vel tellus. Fusce malesuada tincidunt lacus. Sed ac nisi. .

Head D

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Top: Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Right: Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

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Chapter title Document title

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Example not shown at actual size.

AusAID visual identity guidelines July 2011

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Books and booklets: internals— examples

Colour, shape and photography should be used throughout internal layouts where appropriate. Variety of these elements is encouraged, however an adherence to the basic grid must always remain and document margins cannot be altered. Examples of acceptable layout variation can be seen below and on the following three pages.

Skills are a scarce resource

Many Pacific countries have difficulties attracting, developing and retaining skilled staff. Low levels of investment in human resources has led to many public servants lacking basic skills (for example, literacy and numeracy), including at senior levels. Skills at provincial levels of government are, on average, substantially weaker than at the national level. Key public sector skills urgently require development, especially for improved service delivery. The private sector faces similar challenges, which constrains economic growth. Retaining technically experienced personnel, such as accountants, can be difficult in the face of historically high demand in Australia and New Zealand.



Skills

Many Pacific countries have difficulties attracting, developing and retaining skilled staff. Key public sector skills urgently require development, especially for improved service delivery. The private sector faces similar challenges, which constrains economic growth.

Left: Secondary Curriculum Manager, Mrs Floria Delabene. Photo: Lorrie Graham
Below: Ribeta Abeta, Climate Change Planning Officer, Kiribati. Photo: Lorrie Graham



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Tracking development and governance in the Pacific

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Country-led development

This section looks at Pacific countries' own development strategies. International evidence suggests countries make most progress towards poverty reduction when their own governments are strongly committed and when they have a strong development strategy in place. Policy reform led by donors without strong country ownership is unlikely to be sustained in the long term. Isolated projects outside national processes and systems rarely have a long-term systemic impact. Ideally partner countries should have operational national development strategies that have clear strategic priorities linked to a medium term expenditure framework and reflected in annual budgets (Paris Declaration, Indicator 1, Annex 3).

Most Pacific island countries have a development strategy

Many Pacific countries have strategies for accelerating progress towards the MDGs. These are generally a good guide, but often lack details on specific policies, costing of programs and prioritization of competing activities. For example, PNG's strategy includes development targets towards—but less ambitious than—the MDGs. Nonetheless, if realised, these development outcomes would be a significant improvement on current conditions. Meanwhile, Samoa's latest development strategy, launched this year, goes beyond the MDGs, making Samoa possibly the region's first post-MDG country. The strategy focuses on improving education, helping vulnerable groups and dealing with health threats from non-communicable diseases.

Few strategies contain specific policy actions or financing plans

It is not always clear how policy actions and resources relate to achieving development objectives. The absence of financing plans is also a problem. For example, neither PNG nor Samoa have financing plans for their development strategies—targets are not costed and funding sources not identified. While detailed costing is not essential, indicative estimates can help Treasuries with (bottom up) budgeting, support more careful planning and expenditure appraisal in line ministries, and help with donor discussions on funding gaps (Box 3).

Box 3: Costing universal basic education and road maintenance in Papua New Guinea

AusAID has produced indicative cost estimates for achieving universal basic education and fixing national roads in PNG. Universal Basic Education would require a doubling of ongoing spending by 2015, and large up-front investments in school infrastructure. National roads require a surge of investment (for rehabilitation and reconstruction) to bring them to a good standard, but ongoing (routine maintenance) costs are modest and about the same as the current level of spending in the sector.

Source: AusAID 2007

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Tracking development and governance in the Pacific

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Example not shown at actual size.

Books and booklets: internals—example

Australia's work with local Muslim Imams in the Xinjiang region of China has used mosque-based programs to raise awareness of HIV and AIDS in Muslim communities. This has been crucial in creating support for the fight against HIV and has enabled the government of Xinjiang to establish its first needle and syringe program. Australia's work with the local Muslim Imams to inform and support affected communities has been so effective it has been recognised by the World Health Organization as world's best practice. Photo: Lennie Graham



Tracking progress, achievements and challenges

AusAID will consider HIV when developing country strategies to determine how Australia can best help countries respond to HIV epidemics. Guidelines will be developed to help program areas determine how the priorities identified in this strategy can inform that process.

Australia is committed to increasing its focus on performance to help managers improve development effectiveness and account for results. AusAID is therefore continuing to strengthen its monitoring and review processes to more accurately determine the progress, achievements and challenges in implementing assistance.

Performance of Australia's HIV development assistance is measured through a number of complementary reporting processes that will be used collectively to assess this strategy's implementation. At the activity level, formal assessments of quality are undertaken before implementation, on an annual basis during implementation, and upon completion of each activity. Data from all HIV activities across AusAID will be collated and tracked annually. At the country level, annual performance reporting is undertaken to assess progress against the objectives of country and regional program strategies, including HIV-specific indicators, where appropriate. In addition, AusAID periodically undertakes assessments (often independent) at the activity, country or thematic level to evaluate impact and relevance in greater depth. Performance reporting is largely managed by AusAID country program areas.

AusAD will endeavour to align its HIV activity, program and country strategy performance indicators with partner country reporting frameworks wherever possible. This will include identifying appropriate gender-sensitive indicators.

Australia will also participate in processes that monitor progress toward MDG targets⁶⁰ and the UNGASS 2001 Declaration of Commitment on HIV/AIDS.⁶¹ AusAID will help partner governments and people living with HIV to fully participate in these processes.

This strategy will be reviewed in 2012 to assess lessons learned, outcomes achieved and any need for a shift in policy direction or priorities.

Australia is committed to increasing its focus on performance to help managers improve development effectiveness and account for results.

30

Intensifying the response: Halting the spread of HIV Australia's international development strategy for HIV

31

Intensifying the response: Halting the spread of HIV Australia's international development strategy for HIV

60. MDG Indicator 6.1: HIV prevalence among population aged 15 to 24 years; Indicator 6.2: Condom use at last high-risk sex; Indicator 6.3: Proportion of population aged 15 to 24 years with comprehensive correct knowledge of HIV/AIDS; Indicator 6.4: Ratio of school attendance of orphans to school attendance of non-orphans aged 10 to 14 years.
61. Monitoring the declaration of commitment on HIV/AIDS: Guidelines on construction of core indicators, UNAIDS 2007.

Example not shown at actual size.

Books and booklets: internals—example



Example not shown at actual size.

Overview

This report provides a snapshot of development and governance in the Pacific. The information is intended to help policymakers design policies and programs and to track progress towards the Millennium Development Goals (MDGs).

Progress towards the Millennium Development Goals

The Pacific region is seriously off-track in achieving the MDGs, the internationally agreed targets set for 2015. The situation is worst in Papua New Guinea (PNG), Solomon Islands and Timor-Leste—countries that account for three-quarters of the region's population.

Development indicators for the region reveal the scale of the challenge: at least three million people are living in extreme poverty; as many as one million children are out of school; 18 000 children die each year mostly from preventable causes; and between 50 000 and 150 000 people have HIV/AIDS.

Economic growth has picked up in the Pacific, but needs to be sustained. And some countries are starting from a very low base; for example, if PNG accelerated growth to (a fast) eight per cent per year, it would take two decades to achieve Samoa's current Gross Domestic Product (GDP) per person. Regional partnerships can expand growth opportunities.

Country performance

Most countries have generally sound macroeconomic policies, but perform less well on structural reforms, policies that promote inclusion and equity, and government effectiveness. This is reflected in weak service delivery.

Budget formulation and fiscal transparency are generally satisfactory. Addressing systemic weaknesses—payroll controls, procurement and audit—would free up resources that could be used to reduce poverty. World Bank indicators highlight significant governance problems in some Pacific countries.

Most countries have development strategies broadly consistent with the MDGs. PNG and Samoa, for example, use performance management frameworks for performance review and dialogue and Solomon Islands is preparing a development strategy. Strategies generally provide a basis for identifying developmental priorities. Further policy dialogue is required, however, to identify actions and resource requirements.

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Tracking development and governance in the Pacific

1

Books and booklets: internals— example

Pacific countries need more effective aid. A recent regional workshop on aid effectiveness highlighted areas still requiring work.

Donors need to do better in a difficult environment

Pacific countries need more effective aid. A recent regional workshop on aid effectiveness highlighted areas still requiring work. This includes where a single strong donor could distort country reporting processes and sideline other donors and sectors of society; how some donors sought to exert influence over countries in the way they offered assistance; and how it is important for donor commitments to align with government priorities and planning on a multi-year basis. Meanwhile, onerous reporting systems are a large burden on Pacific governments' human resources.

It is difficult to deliver effective aid in the Pacific. Its dispersed population base, numerous languages and large distances between and within countries makes economies of scale hard to achieve, which adds to the cost of delivering aid. Generally low capacity in public administration, a relatively shallow pool of qualified personnel and a small population base often make it difficult for a government to build capacity to manage economies and address social issues. Perceived (and actual) corruption in governments has discouraged donors from making greater use of countries' own financial management systems. Nonetheless, more improvement is needed on the impact of aid on developmental outcomes.

Improving service delivery, especially for education, health and transport, is a key priority for better aid (and better developmental outcomes). Donors have traditionally relied on technical assistance to address weaknesses in governance and systems—perhaps as much as half of Australia's program spending is on technical assistance—hoping this will improve service delivery. However, AusAID's recent sector performance reports in health and education note that work on policy advice and budget management has generally not improved service delivery, but attempts to supply services directly often achieve good results that fall away once projects are complete. Assistance therefore needs to be informed by a more complete understanding of the entire service delivery system—setting policy, managing at central and decentralised levels, delivering at point of service, and achieving of outcomes.

Donor coordination is better when there is strong country leadership. PNG's recent move to localise the Paris Declaration through the Kavieng Declaration illustrates this. The Kavieng Declaration is a joint commitment of principles and actions between the PNG Government and development partners. It includes targets and indicators for 2012, a 2008 action plan, a protocol for mounting development partner missions to country and for mobilising and managing technical assistance. Other positive examples include donors with similar practices agreeing to delegate aid management to the other donors when a comparative advantage exists (Australia delegates to New Zealand in Cook Islands for example), and donor partner roundtables led by countries.

Remittances have grown in importance

Remittances are a major source of income and a safety net for some Pacific countries. Since 2000, remittances have been growing rapidly, with an annualised growth of 36 per cent which reached \$425 million in 2005. Official Development Assistance (ODA) only grew by six per cent per year on average over the same period. (Official remittance numbers significantly underestimate actual volumes because they ignore informal transactions, which can be one third or more of the total.)

Opportunities to work abroad are unevenly spread across the region. Fiji, Kiribati, Samoa and Tonga received almost 90 per cent of remittances in 2005. High demand and new partnerships are leading to increased opportunities for migration and remittances. In 2006, 27 000 Samoans applied for 1100 places under New Zealand's Samoan Quota Scheme.

The New Zealand seasonal workers scheme—focusing on Kiribati, Tuvalu, Tonga, Samoa and Vanuatu—should fill its 5000 worker quota in its first year.

The cost of sending remittances is high, however. A recent World Bank analysis concluded that up to 17 per cent of the value of remittances can be lost in the course of transaction, compared to between one and four per cent to the Philippines.

Access to global markets is critical for small island states

Pacific 2020 noted that the region is an 'un-integrating' part of the world, with a declining ratio of trade to output between 1980 and 2000 (East Asian countries more than doubled during the same period). While in recent years commodity-rich countries have benefited from increasing exports of oil and minerals, the ratio of exports-to-GDP for the rest of the region has stayed flat.

The Pacific is negotiating an Economic Partnership Agreement with the European Union to improve trade and economic cooperation with Europe, with Fiji and PNG signing agreements in late 2007. Negotiations with Australia and New Zealand on a PACER-Plus agreement are possible in the next year or so.

Development cooperation

Australia and New Zealand are key donors in the Pacific—with Australia already accounting for just over half of development assistance to the region. Australia and New Zealand are taking practical steps to strengthen coordination and collaboration.

Improving service delivery, especially for education, health and transport, is a key priority for better aid (and better developmental outcomes).

Donor coordination is better when there is strong country leadership.

Top right: Students in Nauru attend a scholarship information seminar. Photo: Lorrie Graham

Right: New classroom at a Nauru Primary School as an AusAID funded initiative. Photo: Lorrie Graham

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Tracking development and governance in the Pacific

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Tracking development and governance in the Pacific

Example not shown at actual size.

'Tall' brochure: 170mm W x 297mm H

This is a basic layout spread for a six panel 170mm W x 297mm H brochure, also referred to as a 'tall' brochure. The dimensions given refer to the finished size when folded. This layout is not confined to six panels, more can be added when needed.

This example forms the basis for layout and formatting. Document margins, text style sheets and colours are embedded within the InDesign templates.

An increased use of colour is encouraged in brochures, as shown in the example below.



Examples not shown at actual size.

'Short' brochure: 150mm W x 180mm H

This is a basic layout spread for an eight panel 150mm W x 180mm H brochure, also referred to as a 'short' brochure. The dimensions given refer to the finished size when folded.

This example forms the basis for layout and formatting. Document margins, text style sheets and colours are embedded within the InDesign templates.

An increased use of colour is encouraged in brochures, as shown in the example below.



Examples not shown at actual size.

Fact sheets: A4

This is the basic layout for A4 fact sheets. It forms the basis for layout and formatting. Document margins, text style sheets and colours are embedded within the InDesign templates.



Australian Government
AusAID



Document title

Head A

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Head A

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Examples not shown at actual size.

Fact sheets: 170 mm W x 297 mm H

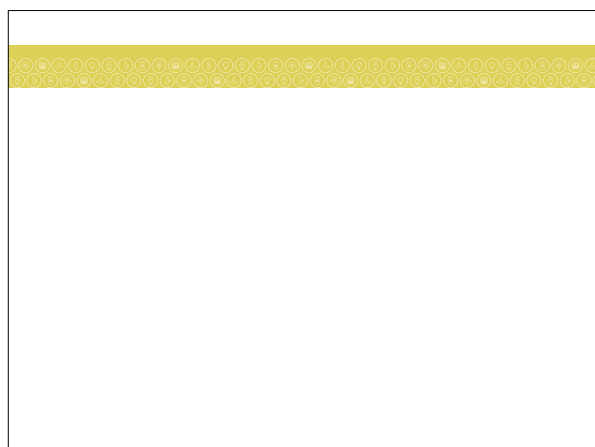
This is the basic layout for 170 mm W x 297 mm H (tall) fact sheets. It forms the basis for layout and formatting. Document margins, text style sheets and colours are embedded within the InDesign templates.



Examples not shown at actual size.

PowerPoint slides

The following examples show acceptable PowerPoint slide layouts. Sample InDesign files from which PowerPoint templates can be made are available, including options for light or dark background text slides.



Examples not shown at actual size.

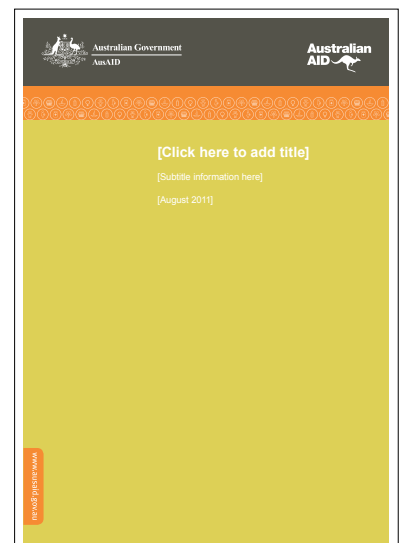
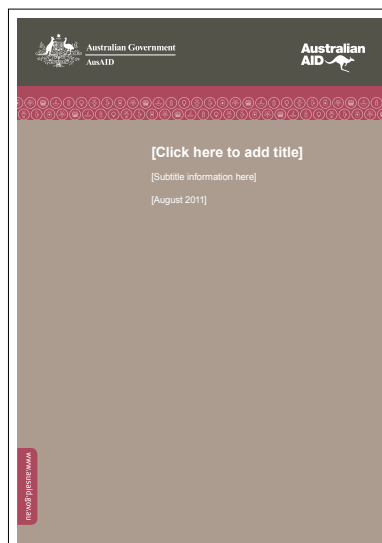
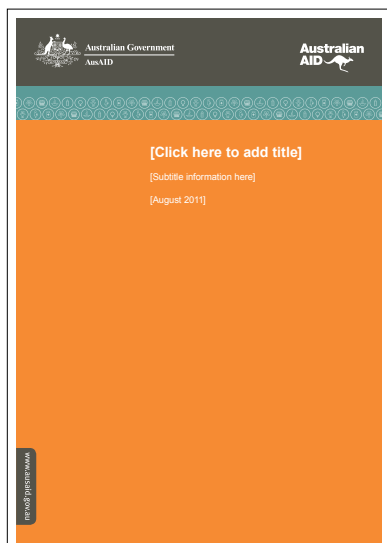
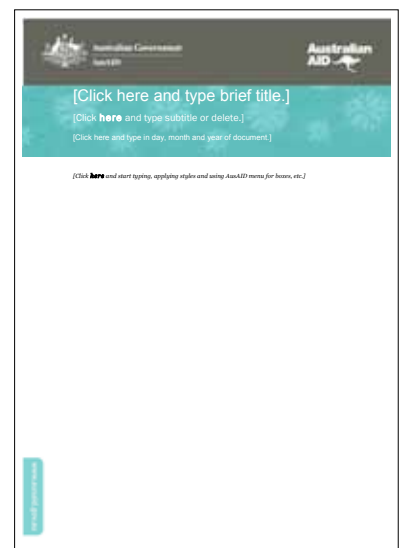
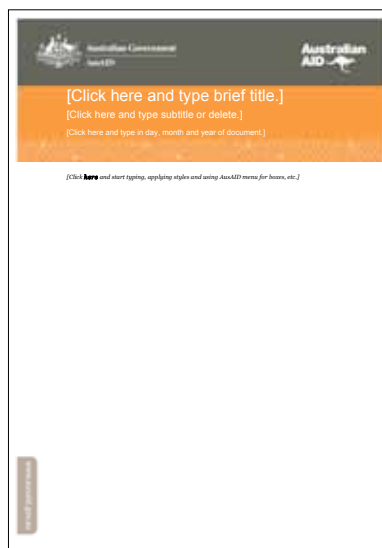
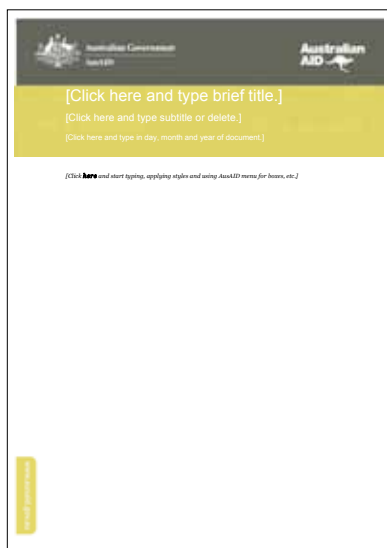
PowerPoint slides



Examples not shown at actual size.

Word reports and fact sheets

Publication templates have also been setup in Microsoft Word® for AusAID staff and are available from Word—New—templates on my computer—General. Below shows examples of the standard template layouts. To maintain brand integrity and consistency, these templates should not be altered without consulting the Communications and Media Branch in Canberra.



Pullup banners

The following examples show acceptable banner designs. They have been designed for final sizing of 850x2150mm. All sizes should be confirmed with the supplier prior to production.

Note how the white border mimics the A4 cover design. The examples shown have a 20mm border at final size. There is no set measurement for the border width, however, as in these examples, ensure that the width is roughly in proportion with the A4 cover layout.



Examples not shown at actual size.

The image consists of a uniform, solid dark red or maroon color filling the entire frame. There are no patterns, textures, or other visual elements present.

Introduction

Clothing

There is a range of badged clothing available to staff. Other clothing (for example traditional women's clothing) can be badged but the design must be approved by the Communications and Media Branch. Australian Aid field vests should only be used in humanitarian responses. AusAID-badged clothing must only be worn by AusAID staff in the conduct of their business.

If you require badged-clothing (e.g. for sporting teams) use the Australian Aid identifier printed on a T-shirt. It is important to remember that the wearers of the shirt, while not necessarily working on Australian aid, are representing our work when wearing the shirt.

Staff clothing is the only occasion when the AusAID wordmark is used.

Merchandise

Please think carefully before applying logos to merchandise. Branded merchandise is a reminder of aid funds which could have been spent directly on aid. If it is considered necessary, use the AusAID logo in Australia and the Australian Aid identifier overseas.

The Communications and Media Branch has a small supply of branded merchandise suitable for high-level gifts.

Staff clothing

A range of staff clothing is available on a needs basis. A small range is held at each Post (Corporate Counsellor or communications and media officer) and a small range is held in Canberra by the Communications and Media Branch.

Staff clothing badged with the AusAID wordmark can only be used by staff in the course of their business:

- > AusAID badge
- > mesh cap
- > brim hat
- > polo shirt, long and short sleeved, mens and womens
- > fleece jackets, mens and womens
- > waterproof spray jacket
- > lightweight identification (media) vest
- > umbrella

Specialist clothing

There is also a range of clothing for specialist purposes, such as the Australian Civilian Corps, and for humanitarian purposes. This range is managed by the areas concerned.

No clothing should be produced without the approval of the Communications and Media Branch.

Merchandise

A small range of badged merchandise is available from Posts
(see Corporate Counsellor or communications and media officer)
or Canberra (see Communications and Media Branch).

- > tote bags
- > pens

Signage

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Flags	77
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Introduction

Project signage needs to suit local conditions and reflect the partnerships through which the project is delivered. Signage also needs to be monitored and kept in good condition. Signage should be removed if either it or the project is in poor condition.

It is preferable not to use flags to seek recognition as the Australian flag is difficult to reproduce and easily confused with other flags. If there are a number of other partners wanting to use flags and Australia is not taking the lead role in the project, then it is permissible to use an Australian flag.

No acronyms should be used on signage—remember, even if some people know the acronym well, people seeing the sign may not.

The costs of developing signage and other materials to promote Australian identity is a project responsibility and should form part of the contracting arrangements.

If the managing contractor or non-government organisation is no longer involved in the project (for example, where a bridge has been built), signage should no longer include their name or logo.

If the following signage options do not meet the needs of your situation, contact the Communications and Media Branch for advice.

AusAID full or majority funder

A sign can be the Australian Aid identifier and no other wording or logos. It can be produced in red and blue, in black, in white (reversed), or in white writing with a red kangaroo.

Where we also want to acknowledge a managing contractor or non-government organisation, signage should include the Australian Aid identifier and, if appropriate:

- > project name
- > a statement about who will benefit and what the project will achieve
- > the name of the managing contractor or non-government organisation and their logo
- > the following statement of acknowledgement: Australian Aid—managed by xxx on behalf of AusAID.

Partnership with other governments

In many instances, partner governments will expect their logo to be used. If the partner government has not contributed funding to the project, AusAID's branding requirements should be met. If necessary the AusAID crest logo and the partner government logo can both be used at the top of the sign with the words: Australian Aid is delivered in partnership with the XXX Government. The Australian Aid identifier should appear at the bottom of the sign.

Partly funded by AusAID

Where the project is partly funded by AusAID, and another agency, business or government is the major funder, we will follow the branding requirements of the majority funder but include either the Australian Aid identifier or the words: Supported by Australian Aid.

More information, and examples of signage, is provided later in the chapter.

Project/program signage

Signage is an important way of identifying Australian Aid programs.

Signs can be written in the local language although 'Australian Aid' must always be written in English, and the Australian Aid identifier should not be altered.

The font used on banners and signage is Helvetica. Text sizes can be proportional to the examples below although there is flexibility to allow for different requirements.



Project/program signage continued



Australian Government
AusAID



Australian Aid is delivered in partnership with the XXXXXX XXXXXXXX Government

Eastern Province National Roads Improvement Project

Secondary copy about the initiative, who it will benefit, or what it will achieve

Australian AID

In some situations where a program is in partnership with a local government, it may be appropriate to use the AusAID crest logo.

Australian AID



When signage is required to identify a partnership with another organisation, the clear space rules should be applied.

Corrugated plastic signs

Corrugated plastic signs are a simple and cost-effective way of creating strong visibility for Australian AID programs. Any size may be produced but proportions between the identifier and sign edges (shown below) should remain constant.



Stickers



Stickers are a very effective way of identifying humanitarian aid. Pallettes of supplies can easily be labelled to ensure it is clearly Australian Aid. Artwork is available in three sizes: 1000x454mm; 750x340mm; and 500x227mm. Other sizes may be produced but proportions between the Australian Aid identifier and sign edges should remain constant.



Vinyl banners

Vinyl banners work well as a temporary form of signage at events and for programs. Minimum clear space should be adhered to. The Australian Aid identifier can also be repeated on longer banners, as shown below.





Event podium signs



This is the basic layout for podium signs. Final sizes may vary but relative proportions should remain the same.



Vehicles

Vehicles can be identified using magnetic signage. This allows for the signage to be easily removed when required. Vinyl signs may be used if preferred. Project names may also be included.



Humanitarian aid

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Introduction

Branding in humanitarian responses

AusAID strives to maintain a balance between appropriate and inappropriate badging in humanitarian responses, and is aware of the criticism that is levelled at excessive badging.

People

AusAID staff responding to humanitarian crises are expected to wear AusAID and Australian Aid branded clothing wherever possible, and always when media is present.

Australian Aid branded vests which can be worn over AusAID branded shirts, are available. Australian Aid branded vests can be worn by anyone working as part of the Australian Government's response. AusAID clothing can only be worn by AusAID staff.

Supplies

Branding of humanitarian supplies is wide-spread among UN humanitarian agencies and non-government organisations as a means of garnering and retaining donor support, defining areas of operation and asserting influence upon the humanitarian agenda. In the case of Australian Aid supplies, branding continues to be a communication tool for both domestic and international audiences.

Humanitarian supplies are branded with the Australian Aid identifier wherever possible—either during production or post-production with the use of stickers or stencilling:

- > food bags and other packaging
- > tarpaulins
- > supply boxes
- > water bladders.

Tarpaulin



This is the basic layout for tarpaulin. The pattern is repeated across the dimensions of the material.



WFP packaging

The example below shows how the Australian Aid identifier is used on World Food Programme (WFP) packaging.



WFP packaging continued

The example below shows how the Australian Aid identifier is used on World Food Programme (WFP) packaging.



Onscreen



Video titling

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Video titling

This is a basic layout for TV titling. These dimensions use a non-widescreen (788x576 pixel) area to ensure graphics can be shown on most devices.

The crest logo and the Australian Aid identifier should be set to a 30–60% tint, depending on background content.



Traditional 4:3 TV



Widescreen 16:9 TV

Frequently asked questions

Frequently asked questions

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Frequently asked questions

Where do I get copies of the logos?

Copies of the logos in a variety of formats are available from the AusAID website under About AusAID: <http://www.aisaid.gov.au/about/logo.cfm>

Can I make changes to the logos?

No, the logos cannot be modified in any way. When resizing the logos, take care not to distort them either horizontally or vertically. The image should be manipulated from the corner in order to maintain the proportions.

What colours should the logos be printed in?

The AusAID crest logo should be printed in a dark, solid colour or in white against a dark, solid colour. Contact the Communications and Media Branch if in any doubt.

The Australian Aid identifier can be printed in blue (PMS 280) and red (PMS 185), in all black against a solid white colour, in all white (reversed out) against a solid dark colour, or in white and red (PMS 185) against a solid dark colour.

Who is responsible for the visual identification?

ADGs, Minister-Counsellors and Counsellors are responsible for ensuring accurate and appropriate visual branding on all programs and projects for which they are responsible. The Communications and Media Section can provide advice and assistance.

Can I give the logos to other organisations?

Yes, but the logo should be accompanied by the appropriate guidelines. Logos and guidelines are available from the website under About AusAID: <http://www.aisaid.gov.au/about/logo.cfm>

Can countries or regions have their own logos?

No.

Can we develop logos for specific campaigns, special events, special programs etc?

Generally speaking, no. Requests, however, will be considered on their merit.

Can I translate the logo or the acknowledgement statements into other languages?

The logo should remain in English but acknowledgement statements can be translated.

What about a partner's own website?

Partner websites are requested to acknowledge AusAID as a source of funding where appropriate. Project websites must acknowledge AusAID (or Australian Aid) and must comply with Australian Government standards with regard to accessibility.

Should our logo (either AusAID's or the Australian Aid identifier) be larger than other logos?

If AusAID is the major donor and lead partner, then the logo should be the most prominent, for example it should be placed in front or above others. It can be larger if the design warrants that.

Does every single item need to be badged?

No, judgement is required to determine what is reasonable. If AusAID funded the building of a school, signs during construction and a plaque on completion would be preferable to every chair and desk being badged.

How do you get an exemption from badging?

Exemptions are possible but not common. Exemptions will be considered in cases where lives or projects are at risk, where badging is illegal, where credibility would be compromised, where badging might hinder the working of an item or where inappropriate (for example on toilets or condoms). All exemptions must be approved by the Communications and Media Branch and the relevant DDG. The Minister's office may be consulted in the granting of an exemption.

What about waivers in humanitarian situations?

Waivers will be considered if items will be delayed and lives risked. Waivers must be requested in the same way as exemptions.

How will compliance be monitored?

All projects managers are required to ensure these guidelines are adhered to by managing contractors, NGOs and multilateral partners. Counsellors and Minister-Counsellors have overall responsibility at Posts and ADGs have overall responsibility in Australia. Counsellors, Minister-Counsellors and ADGs will be advised of any instances of non-compliance brought to the attention of the Communications and Media Branch.